

## Message Text

UNCLASSIFIED POSS DUPE

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 PRS-01 /033 W  
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R 162020Z JUL 76

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 860

USDOC WASHDC

USIA WASHDC

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 5043

FOR WASH COMMERCIAL ACTION GROUP (WCAG)

E.O. 11652: N/A

TAGS: BEXP EC

SUBJECT: POSTS DECIDE AGAINST TYPE II PARTICIPATION IN 1977

GUAYAQUIL INTERNATIONAL FAIR

REF: BREWER (USDOC) / COHEN (EMB) TELECON JULY 6

1. AT CCAG QUARTERLY MEETING HELD JULY 15 QUESTION WAS  
CONSIDERED OF USDOC'S OFFER TO FUND "TYPE II" OFFICIAL  
PARTICIPATION IN 1977 GUAYAQUIL FAIR. CCAG MEMBERS CONCLUDED  
THAT TYPE II WOULD NOT BE WORTHWHILE FORM OF PARTICIPATION,  
BECAUSE: (A) IT WOULD STILL LEAVE FOR THE POSTS IN ECUADOR  
AN ENORMOUS WORK LOAD, DIVERTING FOR A PROTRACTED PERIOD, AND  
(B) THE MAIN VALUE OF A US PARTICIPATION IN THE FAIR WOULD  
BE THE INTRODUCTION OF NTM FIRMS INTO THE ECUADOREAN MARKET,  
BUT A TYPE II PRESENTATION WOULD LEAVE NTM RECRUITMENT ALMOST  
ENTIRELY TO THE POSTS, WHICH ARE IN A POOR POSITION AS COMPARED  
WITH USDOC TO UNDERTAKE SUCH RECRUITMENT EFFECTIVELY.  
UNDER A TYPE II PARTICIPATION, A FAIR MANAGER SUPPLIED BY  
USDOC WOULD ALLEVIATE ONLY A SMALL PART OF THE HEAVY WORK  
LOAD WE BORE LAST TIME. THE FAIR MANAGER WOULD DEAL MAINLY  
WITH OLD-TO-MARKET FIRMS, LEAVING TO THE POSTS THE ONEROUS  
TASK OF COMMUNICATING WITH HUNDREDS OF FIRMS IN THE US IN  
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AN EFFORT TO GENERATE SIGNIFICANT NTM PARTICIPATION; THE  
LAST GO-ROUND OF THIS SORT PRODUCED ONLY A HANDFUL OF NTM

PARTICIPANTS, PROVING TO US THAT WE ARE IN A POOR POSITION TO STIMULATE NTM INTEREST AND THAT THIS IMPORTANT TASK CAN ONLY BE CARRIED OUT USDOC AND ITS FIELD OFFICES. IT MAKES LITTLE SENSE TO MAINTAIN PERSONNEL OVERSEAS AT GREAT EXPENSE FOR THE PURPOSE OF DEALING WITH FIRMS IN THE US ON MATTERS WHICH USDOC IS EQUIPPED TO HANDLE.

2. WE HAVE ARRIVED AT THIS DECISION RELUCTANTLY, BECAUSE THERE ARE UNDOUBTED COMMERCIAL OPPORTUNITIES AFFORDED BY THE FAIR. MOREOVER, NON-PARTICIPATION BY ECUADOR'S LARGEST TRADING PARTNER IS CERTAIN TO CAUSE ADVERSE COMMENT AMONG THE ECUADOREAN PUBLIC AND OFFICIALDOM.

3. WITHOUT OUR OFFICIAL PARTICIPATION, THERE IS LITTLE LIKELIHOOD THAT US FIRMS AND THEIR REPRESENTATIVES COULD ORGANIZE TO DO IT THEMSELVES. THE ECUADOREAN/AMERICAN CHAMBER OF COMMERCE, LOCATED IN QUITO, WILL SEE SCANT NEED FOR PARTICIPATION, AND THE INTERNATIONAL CHAMBER LOCATED IN GUAYAQUIL, SO-NAMED TO AVOID TOO CLOSE ASSOCIATION WITH THE US, WOULD NOT DO SO. IN ANY CASE SUCH PARTICIPATION WOULD INVOLVE OTM RATHER THAN NTM FIRMS, LEAVING UNFULFILLED THE MAIN PURPOSE OF US PARTICIPATION.

4. IN SHORT, UNLESS STATE AND USDOC ON RECONSIDERATION DECIDE TO AUGMENT THEIR PARTICIPATION BEYOND THAT OF A TYPE II, WE WILL HAVE TO STAY WITH OUR DECISION. IF SUCH RECONSIDERATION IS FORTHCOMING SOON, WE WILL BE MORE THAN PLEASED TO RE-EXAMINE OUR POSITION.  
BLOOMFIELD

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